



Partnership Agreement between U.S. EPA's SunWise® Program and National Park Service, a SunWise Partner

Through this voluntary agreement, the National Park Service ("SunWise Partner") joins in partnership with the SunWise Program of the U.S. Environmental Protection Agency (EPA) to promote SunWise behavior. The SunWise Partner recognizes the SunWise Program as a voluntary partnership designed to promote SunWise behavior through the use of the SunWise Program in communities and K-8 schools. The SunWise Program recognizes the SunWise Partner as a vital collaborator in helping reduce the prevalence of skin cancer and other health problems caused by overexposure to ultraviolet (UV) radiation. There is an increased risk of overexposure to UV radiation as a result of stratospheric ozone depletion caused by certain substances regulated by EPA under the Clean Air Act. While regulations under the Clean Air Act will help eventually restore stratospheric ozone levels, it is important to educate the public, and particularly children, about the adverse health effects associated with UV exposure and the need to take steps to reduce overexposure to UV radiation now.

The SunWise Program understands the diverse issues that schools address daily and therefore provides for maximum flexibility: Elements of the SunWise Program can be used as stand-alone teaching tools or to complement existing school curricula. Through the SunWise Program, EPA and the SunWise Partner hope to raise awareness of the harmful effects of the sun's ultraviolet rays, i.e. skin cancer, cataracts and other adverse health effects, and to teach children and their caregivers how best to protect themselves. More than 2 million people a year are diagnosed with skin cancer, with over 10,000 people dying annually from the disease. By promoting the SunWise behavior taught in the SunWise Program, EPA and the SunWise Partner intend to increase children's sun safety awareness, decreasing future incidence of skin cancer and other UV-induced health problems.

Partner Commitments

By partnering with EPA, the SunWise Partner intends to play a significant role in the promotion of SunWise behavior and prevention of future health effects from UV radiation. To do this, the SunWise Partner intends to:

- work in partnership with EPA to expand the reach of the SunWise message;
- coordinate outreach efforts with the SunWise Program;
- use the SunWise name and logo in a manner that is consistent with the Guidelines for the Proper Use of SunWise Name and Logos, and send EPA any materials with the SunWise Name and/or Logos for review. EPA has seven working days from receipt of the materials to deny or recommend changes to use of the material.
- share organization accomplishments, assessments and/or reports generated with EPA so the SunWise Program can recognize the SunWise Partner's successes.

EPA Commitments

Subject to the availability of appropriated funds, EPA intends to work to increase awareness of SunWise behavior, and plans to work with the SunWise Partner to ensure that as many children and their caregivers as possible are exposed to the benefits of the SunWise Program. To do this, EPA intends to:

- provide SunWise materials when necessary;

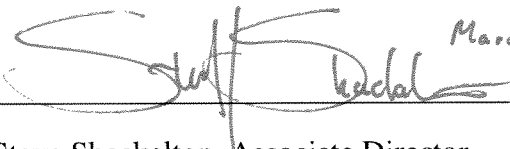
- support media coverage of SunWise Partner's participation in the SunWise Program, including publicizing Partner accomplishments on the SunWise Web site;
- allow the SunWise Partner to use the SunWise name and logo in accordance with the Guidelines for the Proper Use of SunWise Name and Logos; and
- work with Partner representatives to ensure that the Partnership continues to be successful into the future, i.e., coordinating efforts to ensure consistent messaging and effective outreach.

General Terms:

- Either party can terminate this agreement at any time, without prior notification or penalties and no further obligation. Partner agrees to no longer use the SunWise name and logo in connection with any of its materials printed after the agreement's termination. Each Partner agrees not to comment publicly regarding the withdrawal of the other Partner.
- The SunWise Partner agrees that it will not claim or imply that its participation in the SunWise Program constitutes EPA approval or endorsement of anything other than its commitment to the Partnership.
- Nothing in this Partnership Agreement creates a financial obligation between EPA and the SunWise Partner.
- This Partnership Agreement expresses the intent of the parties to cooperate in promoting SunWise behavior. This Partnership Agreement, except with respect to trademark use, does not create any right or benefit, substantive or procedural, enforceable by law or equity against the Partner or EPA, their officers or employees, or any other person. This Partnership Agreement does not direct or apply to any person outside the Partner and EPA.

The undersigned representatives agree to work to the best of their abilities to execute their respective responsibilities, as described in the preceding pages.

Partner Representative:



Steve Shackelton, Associate Director
Visitor and Resource Protection
National Park Service
Department of the Interior

Mar. 6, 2012

Drusilla Hufford, Director
Stratospheric Protection Division
U.S. Environmental Protection Agency

Date: _____



Guidelines for the Proper Use of SunWise® Name and Logos

These guidelines are designed for clear and easy reference; please forward a copy to your marketing support manager. A set of SunWise logos will be distributed to the SunWise Program's partners. Please note that the provided SunWise logos (see attachment A for an example of the logo) and name should only be used in accordance with these guidelines and should not be manipulated in any way, i.e. color, size, proportion, etc. To alter the size of the logo for banners, posters, etc., please contact the SunWise Program for permission. The Partner may use the name and logo only on materials that promote SunWise behavior and are relevant to the mission of the EPA's SunWise Program. Such materials include public service announcements, brochures, Web sites and press releases. Non-compliance with these guidelines can result in termination of the Partnership Agreement.

Limitations on the use of the SunWise Name and Logo

Guidelines for Name and Logo Use

The name and logo must not be used in any manner that implies EPA endorsement of any Partner or any of its products, services, or systems. The Partner must always use the entire logo or name.

Limitations on Name and Logo Placement

Materials containing the name and logo must conform to the following guidelines:

- The SunWise name and logo must never be applied directly (as a decal, label, or in any other form) to a product, service, or system or on any materials used in the packaging of a product, service, or system.
- The name and logo may never be used in a manner that would disparage EPA, SunWise, or any other government body.

Limitations on Text Mentioning the SunWise Program

Text mentioning the Partnership with SunWise must conform to the following guidelines:

- All statements in the text must be factual;
- References to the Partnership must be in accordance with the descriptions presented in current program information distributed by the EPA;
- Text describing the relationship between the Partner and EPA must not claim or imply that the Partner's association with EPA goes beyond the agreement set forth in the Partnership Agreement; and
- The registration symbol ® should be used with the first time the word "SunWise" or the logo is used.

- The ® symbol should always be in superscript.
- The ® symbol shall be repeated in a document for each chapter or Web page.

EPA Name and Logo Review Policy

The Partner agrees to deliver to EPA before printing copies of any materials developed by the Partner that use the name or logo or otherwise mention the Partnership so that EPA may review such materials for conformance to the standards of the Partnership. EPA ensures a response to the submission within ten (10) business days of its receipt. All submissions using the name and logo will be evaluated and approved on a case-specific basis and must be submitted before printing via fax, mail or E-mail (preferred) to:

EPA c/o The SunWise Program (6205J)
1200 Pennsylvania Avenue, NW
Washington, DC 20460

fax: (202) 343-2338

E-mail: rutsch.linda@epa.gov **AND** sunwise@epa.gov

These Name and logo Use Guidelines may be periodically updated. For the most recent version, please visit the Resources page of the SunWise Web site at
<http://www.epa.gov/sunwise/resources.html>



Attachment A: SunWise Logo Sizes



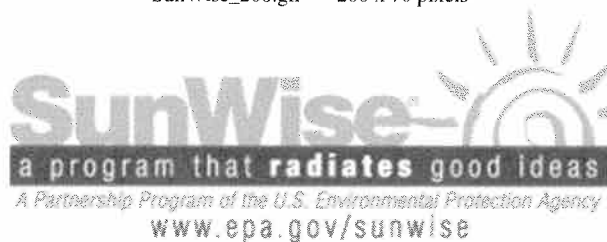
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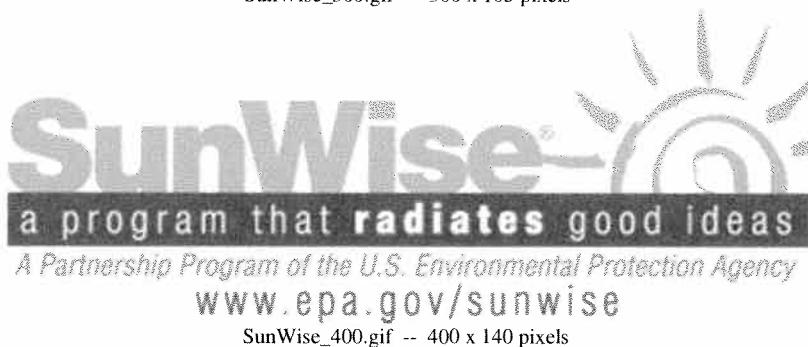
SunWise_150.gif -- 125 x 44 pixels



SunWise_200.gif -- 200 x 70 pixels



SunWise_300.gif -- 300 x 105 pixels



SunWise_400.gif -- 400 x 140 pixels



SunWise_600.gif -- 600 x 210 pixels

All of these files are available in a .zip file, which we will send you upon signature of the Partnership Agreement.

